

These Are Days of Opportunity for Philadelphia Manufacturers

When competitors relax intensive selling is doubly rewarded

In times like the present, great re-adjustments occur in industry.

In practically every industry we see today new leaders coming forward by right of intelligent and determined salesmanship.

Products which sold freely in a period of strong demand, but which lack the support of an aggressive selling program, drop back.

This is what has been happening in one branch of the house-furnishing industry.

Most of the manufacturers of a certain product, sold to average homes, suspended their advertising and selling efforts early this year. These concerns—several of which are in Philadelphia—argued: "Business is flat and we might as well lay low and save expense."

One of the leading companies saw in this very situation its opportunity. Instead of reducing, this company not only kept up all its previous advertising

and selling activities, but greatly increased them.

The results for 1921 to date are:

Sales in January	\$600,000
Sales in February	600,000
Sales in March	910,000
Sales in April	1,250,000
Sales in May	1,350,000

These steadily increasing sales are far ahead of sales not only in the corresponding period of last year, but of every other year in the history of the company.

A similar story is to be found in the underwear field, in silk, in vacuum cleaners—in almost any field you examine.

There is buying today. There is business to be had—not enough in every industry to keep all producers busy, but in each industry enough to keep several aggressive leaders going full blast. Someone is getting it—getting it by taking advantage of the timidity or enforced relaxation of his competitors.

Are you?

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